

ORDER

Orders
Order / Rev: 1310035
Alt Order #: 08409325
Product Desc: FRIENDS OF SCHUMER
Estimate: WEEK#5 30S
Flight Dates: 10/05/16 - 10/10/16
Original Date / Rev: 10/04/16 / 10/04/16
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Shorr, Johnson, Magnus / POL
Buying Contact:
Billing Contact:
 100 N. 20th St. Suite 201
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Friends of Schumer / POL
Demographic: A35+
Product Codes: PL-US Senate
Priority: P04-GB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 107654
Agency External ID: 8543AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/10/16	20	\$10,885.00	\$9,252.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	20	\$10,885.00	\$9,252.25	0.00
Totals	20	\$10,885.00	\$9,252.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WGRZ	33%	\$10,885.00
Market	100%	\$32,984.85

Competitive Share

	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	35%	\$11,544.70
WKBW	20%	\$6,596.97
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	2%	\$659.70
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	10%	\$3,298.48

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	10/05/16	10/10/16	Today Show	CM	Today Show	M-WTF--	:30	8	\$400.00	P03-F	0.00	NM	8	\$3,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/16	10/11/16	M-WTF--					8	\$400.00		0.00			
E 2	WGRZ	10/05/16	10/06/16		CM	6-630p	--WT---	:30	2	\$980.00	P03-F	0.00	NM	2	\$1,960.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 6p M-F											
				Local News @ 6p M-F											
				CH 2 NWS @6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	--WT---					2	\$980.00		0.00			
E 3	WGRZ	10/05/16	10/10/16	ET 7-730p	CM	7-730p	M-W-F--	:30	3	\$585.00	P02-F	0.00	NM	3	\$1,755.00
				Entertainment Tonight											
				ENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/16	10/11/16	M-W-F--					3	\$585.00		0.00			
E 4	WGRZ	10/05/16	10/07/16	LN (M-Su)	CM	11-1135PM-F&SU,--WTF--		:30	3	\$575.00	P03-F	0.00	NM	3	\$1,725.00
				Late News		(11:00 PM-11:30 PM)									
				CH 2 NWS @11P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	--WTF--					3	\$575.00		0.00			
E 5	WGRZ	10/09/16	10/09/16	Local News @ 6p Su	CM	6-630p	-----S	:30	1	\$560.00	P03-F	0.00	NM	1	\$560.00
				Local News @ 6p Su		(6:00 PM-6:30 PM)									
				CH 2 NWS SUNDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S					1	\$560.00		0.00			
E 6	WGRZ	10/08/16	10/08/16	Saturday Night Live	CM	1130p-105a	-----S-	:30	1	\$465.00	P04-C	0.00	NM	1	\$465.00
				Saturday Night Live		(11:30 PM-1:00 XM)									
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S-					1	\$465.00		0.00			
E 7	WGRZ	10/08/16	10/08/16	Local News @ 6p Sa	CM	6-630p	-----S-	:30	1	\$560.00	P03-F	0.00	NM	1	\$560.00
				Local News @ 6p Sa		(6:00 PM-6:30 PM)									
				CH 2 NWS SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S-					1	\$560.00		0.00			
E 8	WGRZ	10/09/16	10/09/16	Today Show Su	CM	8a-9a	-----S	:30	1	\$660.00	P02-F	0.00	NM	1	\$660.00
				NBC Today Show (Su)		(8:00 AM-9:00 AM)									
				SUNDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S					1	\$660.00		0.00			
													Totals	20	\$10,885.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WGRZ, Buffalo NY

Date: 9/28/16

I, Shorr Johnson Magnus,

being/on behalf of: Charles Schumer,

a legally qualified candidate of the Democratic

political party for the office of: US Senate

in the General

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<u>As Ordered</u>			

Attach proposed schedule with charges (if available): \$

9,252.25 Net

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Schumer

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Toth

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/28/16

Date _____

Signature

To Be Signed By Station Representative

□ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Friends of Schumer

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

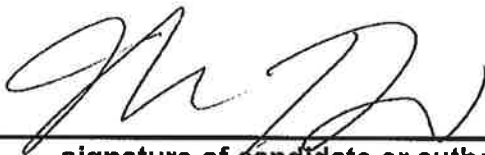
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Michael D'Ettorre

printed name

9/28/16

date